

2024 Annual Report



United Way

Bruce Grey

Change starts here.



From the Board Chair

As we look back on 2024, I am filled with gratitude and optimism. This year reminded us once again that when our community comes together with compassion and purpose, we can create real and lasting change.

From helping families keep the lights on and food on the table, to ensuring people have access to mental health supports and pathways out of poverty — every donor, volunteer, and partner has played a vital role in building hope and stability across Bruce Grey.

Our United Way has always been about more than fundraising — it's about connection. It's about neighbours helping neighbours, and the belief that everyone deserves the opportunity to thrive. This past year, we've seen that belief in action through innovation, collaboration, and the incredible dedication of our staff and community partners.

As we move forward, the Board remains committed to supporting Francesca and the entire United Way team as they continue to respond to urgent needs while planting seeds for long-term solutions. The challenges we face are real, but so is the spirit of this community — and that gives us every reason to be hopeful for the year ahead.

Together, we are stronger. Together, we are United.

Breanne Moss, Board Chair

Message from the Executive Director

2024 was a year of challenge, creativity, and connection. Across Bruce Grey, we witnessed once again the incredible strength of community — people stepping up to care for one another, to lend a hand, and to make sure no one was left behind.

At the United Way, we continued to meet urgent needs while also looking ahead, investing in programs and partnerships that build stability and opportunity for the future. None of this would be possible without our donors, volunteers, and community partners who believe, as we do, that everyone deserves a fair chance.

Thank you for standing with us, for showing compassion in action, and for proving that together, we can make lasting change.

Francesca



2024 Community Grants to Community Partners

From Poverty to Possibility

Women's House Serving Bruce and Grey
YMCA of Owen Sound Grey Bruce
Grey Bruce Good Food Box Lion's Head

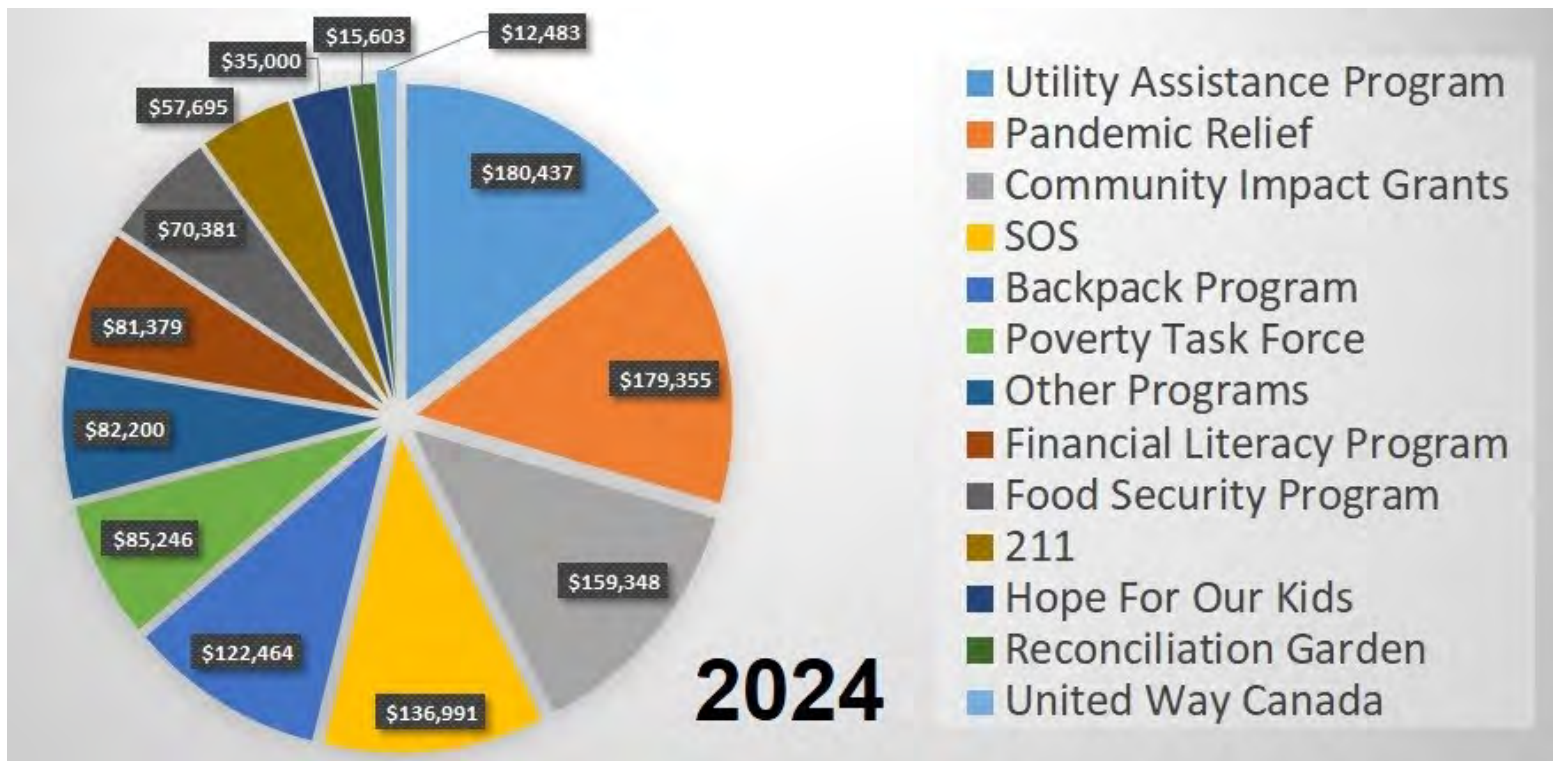
The Meeting Place Tobermory
CMHA ID Clinic
Kincardine Good Food Box
Lion's Head and District Foodbank

All That Kids Can Be

Bruce Grey Child and Family Services
Ontario Student Nutrition Program
Friends and Neighbours (FAN) Club
Let's Talk Program CMHA
Big Brothers Big Sisters of Grey Bruce
South Grey Bruce Youth Literacy Council
Saugeen Valley Children's Safety Village
Owen Sound & North Grey Union Public Library
The Meeting Place Tobermory

Healthy People, Strong Community

The Men's Program
The Salvation Army Wiarton
P.R.A.N.C.E.
Hope Haven Therapeutic Riding Centre
Ed Taylor Community Garden
Meaford Community Garden
The Garden Program – CMHA
REACH Centre Grey Bruce
St. John Ambulance Grey Bruce Huron
Safe N' Sound
Community Connection 211



The cost of fundraising (admin) for 2024 was 17 cents per dollar.

Financial Overview

At United Way of Bruce Grey, we take pride in being strong stewards of community trust and resources. Every dollar donated is the generosity and hope of people who care deeply about their neighbours—and we take that responsibility seriously.

The 2024 fiscal year presented challenges across the charitable sector, and our organization was not immune. Rising costs, shifting donation patterns, and growing community needs contributed to a deficit of just under \$50,000. While this is a concern, it also reflects the depth of our commitment to supporting local people when they need us most. In a time of increased demand, we chose to continue essential programs rather than reduce services mid-year.

Looking ahead to 2025, our Board made the difficult but prudent decision to pause community granting for one year. This will allow us to stabilize operations, rebuild reserves, and ensure that our programs remain strong and sustainable. We recognize how hard this decision is for our partners and community organizations, and we are deeply grateful for their understanding and ongoing collaboration.

Despite the challenges, our outlook is optimistic. United Way of Bruce Grey remains financially sound, with strong oversight, diversified funding streams, and a passionate donor base committed to making lasting change. We continue to invest in innovative programs, partnerships, and advocacy that tackle poverty, housing insecurity, and food access across our region.

Our annual audit is completed every March and presented at our Annual General Meeting.

2024 Financial position

	2024	2023
Total Revenue	\$ 1,413,010.00	\$ 1,898,615.00
Fundraising expenditures	\$ 236,155.00	\$ 202,894.00
Net revenue for community impact	\$ 1,176,855.00	\$ 1,695,721.00
Community impact expenditures	\$ 1,225,556.00	\$ 1,684,049.00
Excess revenue over expenditures	-\$ 48,701.00	\$ 11,672.00
Fund balances at beginning of year	\$ 285,240.00	\$ 273,568.00
Fund balances at end of year	\$ 236,539.00	\$ 285,240.00

SOS program wins Ontario Health System Quality and Innovation Award



The Supportive Outreach Services (SOS) project was awarded the **Ontario Health System Quality and Innovation Award** for its success in improving health outcomes for marginalized people in the region. The awards were a new event recognizing and celebrating the achievements of individuals and teams in the Ontario health system. SOS took home the award in the Population Health category.

The SOS program formed following a COVID-19 outbreak at a rooming house in 2021. The outbreak highlighted the need to address health equity and health outcome gaps seen in highly marginalized individuals.



Saugeen Shores

Location: Coulter Parkette

Total Raised: \$50,578

Goal: \$50,000

Participants:

222 walkers and volunteers

Partner: [Port Elgin Rotary Club](#)

Monetary Sponsors: [Trinity Tiny](#)

[Homes](#) and [Ewyn Weight Loss Studios](#)
[Port Elgin](#)



Kincardine

Location: Kincardine Legion

Total Raised: \$27,776

Goal: \$25,000

Participants

118 walkers and volunteers

Partner: [Kincardine Good Food Box](#)



Grey Highlands

Location: South East Grey Community Health Centre

Total Raised: \$15,780

Goal: \$20,000

Participants:

85 walkers and volunteers

Partner: South East Grey Community Health Centre (SEGCHC)



Meaford

Location: The Rotary House

Total Raised: \$20,125

Goal: \$20,000

Participants:

102 walkers and volunteers

Partner: Meaford Rotary Club



“Every child has a backpack – every backpack has a child.”

This is the cornerstone philosophy behind the United Way’s annual Backpack Program. United Way Bruce Grey wants getting an education to be a positive experience for all children, regardless of their economic situation. By providing school supplies to low-income children, we are providing the tools needed to start off the year on the right foot



The infographic on the left features the United Way Bruce Grey logo at the top, flanked by two sun icons. Below the logo, the text "Backpack Program 2024" is written in a large, bold, yellow font. Underneath, the number "2,686" is displayed in a large, bold, red font. A red banner with white text reads "STUDENTS IN LOW-INCOME FAMILIES RECEIVED A BACKPACK!". Below this, a table titled "Number Per Grade" lists the number of backpacks provided for each grade level. To the right of the table is a graphic of a heart made of two pencils. At the bottom left, it says "37,964 backpacks since 2005!". At the bottom right, it says "21 agencies and 5 schools gave out 2,065 Backpacks!". On the right side of the infographic is a photograph of a young girl with blonde hair, smiling and wearing a black backpack.

Number Per Grade	
Primary (jk-gr 3):	738
Intermediate (gr 4-6):	730
Senior (gr 7-8):	416
Highschool (gr 9-12):	802

37,964 backpacks since 2005!

21 agencies and 5 schools gave out 2,065 Backpacks!

“With the increasing cost of raising children, this is one obstacle that can be overcome. Not only does it provide essential tools for students to learn, it provides confidence and the feeling of inclusion. This is especially important for kids entering a new school. “

“We want to extend a heartfelt thank you to United Way for generously providing backpacks and school supplies to our Littles. Your support ensures they have the tools they need for a successful school year, and it makes a meaningful impact on their lives. We truly appreciate your continued commitment to helping our community thrive! “

World Donkey Day

From April 8th to May 8th, 2024, the United Way of Bruce Grey held a World Donkey Day Colouring Draw across all 28 libraries in Bruce Grey. This initiative aimed to encourage families to visit their local libraries and support these valuable community hubs.



Utility Assistance Program

In 2024, the Utility Assistance Program supported 247 households, distributing \$179,199 in direct aid to help families avoid disconnection and stay warm. While total support remained consistent with previous years, the pattern of need shifted, showing greater demand earlier in the year and a strong resurgence in fall.

The data reveal that families are no longer catching up over summer months—arrears are persisting year-round. This confirms a structural change: the issue is no longer a winter heating crisis, but a chronic affordability challenge tied to income instability. United Way Bruce Grey's program continues to act as both an emergency safety net and a vital tool for year-round community stabilization.

HELPING HOMES STAY CONNECTED TO ESSENTIAL UTILITIES

Electricity	Natural Gas
65 households supported \$31,777 in grants provided	19 households supported \$9,440 in grants provided

UTILITY ASSISTANCE PROGRAM JULY 1ST 2023–JUNE 30TH 2024

Adults: 277
Kids: 184
Seniors: 50

PROVIDING WARMTH AND COMFORT FOR FAMILIES

Furnace Oil	Propane	Wood
24 households \$16,800 in grants	51 households \$32,900 in grants	98 households \$64,025 in grants

OVERALL IMPACT

511 people in 268 households received utility assistance

SUMMARY

Total grants: \$160,004.79
Total households: 268
Average income: \$20,819.72



United Way
Bruce Grey
Change starts here

The NBL Launches!

For 35 years, the Puck Pigs hockey team has been bringing together clients of Brightshores Health System & CMHA Grey Bruce who are dealing with mental health and/or addiction issues. In 2023 they went looking for a new partner, and found the United Way

Men and women with different skills join the team, but once they put on the jersey, they feel like they belong and support each other. Mental illness can make people feel alone, but playing hockey each week helps them get out and make friends.

In the fall of 2024 The Ice Dogs were added as a second team and option for those who wanted to play hockey, but wanted to stay away from the “case of beer in the locker room after”



Huge thanks to the **James Goreski Foundation** for funding the 2023-24 season for both teams!

Thank you to the **Society of United Professionals** for the new Puck Pig jerseys!

You can watch the Puck Pigs Tuesdays at 3:30 and the Ice Dogs Thursdays at 3:30 at the Julie McArthur Regional Recreation Center in Owen Sound.



Financial Literacy Program

Funded entirely by donors the Financial Literacy Program empowers individuals and families to take control of their finances and build long-term stability. Offered free of charge and in complete confidence, the program provides one-on-one support to help people understand their financial situation, develop realistic budgets, and identify opportunities to increase income or reduce expenses. Participants also receive referrals to trusted partners for specialized services such as credit counselling or bankruptcy support when needed.

In 2024

294 people accessed the program

41 presentations were made to the community, agency partners etc

Financial literacy is a cornerstone of poverty prevention. Through this program, the United Way helps people strengthen their financial knowledge and confidence so they can make informed decisions and plan for a more secure future. The program also connects clients to community resources through practical tools like *My Budget and My Brain*, a workbook designed to support personal budgeting, and *Turning Over Stones*, a guide to local supports that help stretch limited incomes.

Complementing this direct support, the **#FinancialFridays** blog extends financial education across the community. These posts are often the most read on our website. Each week, we share accessible, timely information on topics such as budgeting, income supports, scams, taxes, and cost-of-living changes. The blog focuses on practical advice that helps residents navigate everyday financial challenges, with content tailored to diverse audiences—from seniors and students to individuals living on fixed or low incomes.

Together, the Financial Literacy Program and **#FinancialFridays** initiative create a comprehensive approach to community financial empowerment. By combining personalized support, education, and advocacy, United Way of Bruce Grey helps people move from financial stress to financial confidence—strengthening the overall well-being and resilience of our community.



Good Food Box Program



The **Good Food Box** program continues to make healthy eating more affordable and accessible for residents across Bruce and Grey Counties. Coordinated by **United Way Bruce Grey** and powered by a dedicated network of volunteers, the program uses bulk purchasing to provide boxes of fresh fruits and vegetables at a cost of **\$25 per box**—available to anyone in the community, no questions asked.

Each month, individuals, families, and agencies can order boxes through local host sites. The program's reach extends into communities large and small, connecting people through the simple act of sharing good food. With volunteer teams assembling and distributing the boxes, every purchase helps strengthen community ties and reduce barriers to healthy eating. For more information, see our website www.goodfoodboxbg.ca

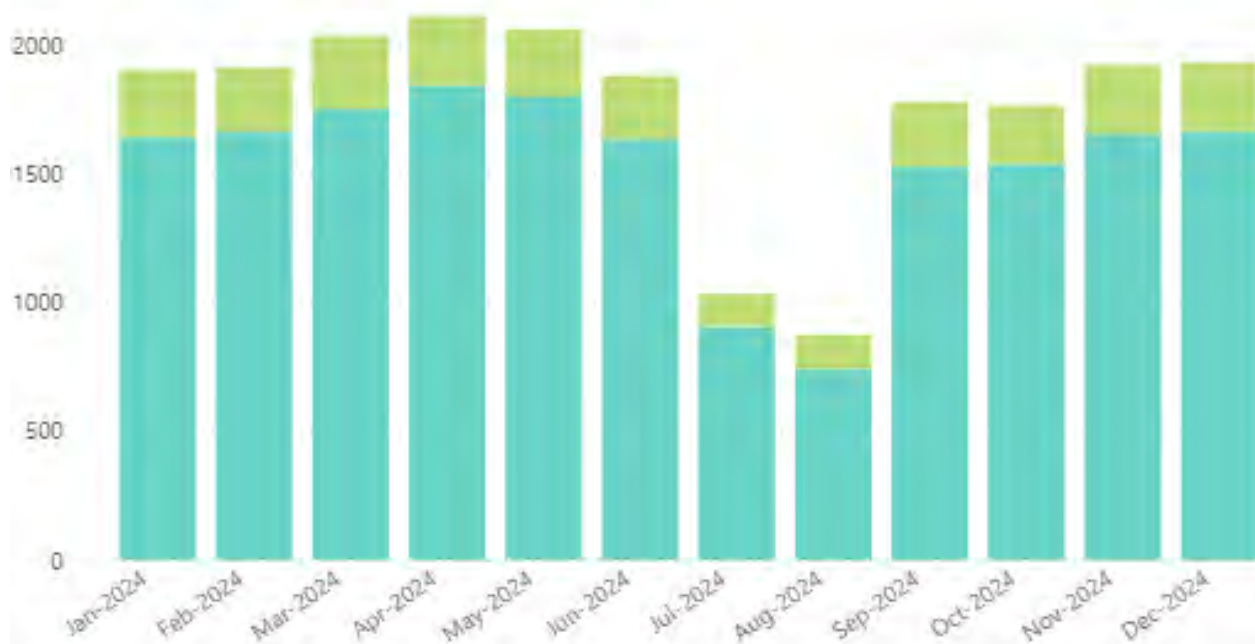
Through the **Neighbours to Neighbours** initiative, community members and organizations can sponsor boxes for households facing food insecurity. This ensures that everyone, regardless of income, has access to nutritious food choices.



The Good Food Box is more than just a food program—it's a community effort that promotes dignity, nutrition, and connection. By pooling resources and people power, we can stretch food dollars further and make a lasting impact on local well-being.

Together, we're nourishing our community one box at a time.

● # of Good Food Boxes ● # of Tokens





Grey Bruce Good Food Box Locations

\$25 per box must order in advance and bring own bags or boxes to carry produce home.

Ayton Year Round

Order at Granny's Market by the 2nd Thursday of the month
Pickup at Trinity Lutheran Church 3rd Thursday of the month 2:30-4:30pm
SUMMER DAY/TIMES MAY DIFFER 519-901-2187
trinitychurchayton@gmail.com

Chesley Sept-June

Order at Chesley Convenience by the 1st Thursday of the month \$25 in envelope with name and contact number on it
Pickup at Chesley Community Church 3rd Thursday 4:00-5:30pm

Dundalk Sept-June

Order at Dundalk Credit Union by Saturday prior to pick up.
Pickup at McIntyre Building 1st Thursday 9-11am
519-923-5974,
dundalkgfb@outlook.com

Hanover Year Round

Order at St. Matthew's Church OR Hanover Library by 2nd Thursday \$25 in envelope with name and contact number on it. Pick up at St. Matthew's on 11th Ave 3rd Thursday 3:30-5:30pm

Kincardine/Ripley/

Tiverton Year Round

Order at Local 2222 Carpenter Union by 3rd Thursday of the month indicate if pick up in Ripley.
Pickup at Knox Presbyterian Church 4th Thursday 9:30-12pm
Ripley pick up 10-12pm at 50 Park St.
Tiverton pick up Knox Church 75 Main St, Tiverton
Pick up time: 4th Thu of the month 10 am-12 noon.

Lion's Head Sept-June

Order at Peninsula Pharmacy or Peninsula Pet Supplies by last Thursday of the month
Pickup at Rotary Hall 1st Thursday 3-4:30pm

Lucknow Year Round

Order at Armstrong Bakery or lucknowgfb@nym.hush.com by 1st Friday of the month
Pickup at Lucknow Christian Church 2nd Friday 9:30-11:30am

Markdale Year Round

Order at markdalegoodfoodbox@gmail.com or at Speaking Volumes Books by last Thursday of the month
Pickup at South East Grey Community Health Centre 1st Thursday 12-2:30pm

Meaford Sept-June

Order at Rexall Pharmacy by 2nd Wed of the month
Pickup at St. Vincent Community Centre 3rd Wed 12-5:30pm

Neyaashiinigiing Oct -May

To order or for more details call the Health Centre at 519-534-0373
Delivery 2nd Wednesday of the month 12-3pm.

Owen Sound Year Round

Order at OSHaRE owensoundgfb@gmail.com by 2nd Tuesday of the month
Pickup at OSHaRE 3rd Tuesday 12:30-2pm

Port Elgin Year Round

Order at Pharmasave by 1st Friday of the month
Pickup at Maple Square Mall Living Hope 2nd Friday 1-4:30pm

Sauble Beach Year Round

Order at Sauble Family Health Team by 1st Friday of the month
Pickup at Sauble Community Centre 2nd Friday 2:30-4pm
saublebeachgfb@gmail.com

Saugeen First Nation Sept-July

Order at Health Centre by 1st Thursday of the month 519-797-3792 ext 1009
Pickup at Mino Bimaadsawin Health Centre 2nd Thursday 12-4pm

Tara Sept -June

Order at Tara Pharmacy by 2nd Thursday of the month
Pickup at Tara Legion 3rd Thursday 10:30-1pm

Teeswater Sept-June

Order at Teeswater Library by 3rd Thursday of the month
Pickup at the Teeswater Community Centre 4th Thursday of the month 10:45-12pm

Thornbury Sept-June

Order at Beaver Valley Outreach Janice at 519-599-2577 ext 125 by 2nd Wed of the month
Pickup at Beaver Valley Community Centre 3rd Wed 12-5pm

Tobermory Sept-June

Order at The Meeting Place 519-596-2313 by last Thursday of the month. Pick up at The Meeting Place 1st Thursday of the month 5:30-6:30pm

Walkerton Sept-June

Order at A&R Music by 3rd Thursday of the month
Pickup at Knox Presbyterian Church 4th Thursday 12-4pm

Warton Sept-June

Order at The Green House by 3rd Friday of the month
Pickup at The Green House 1st Thursday 3-4:30pm

Find a location nearest you.
Visit 211.ca or call 211 for current details.



For more information contact

Robin Cork, United Way Bruce Grey

Email: food@unitedwaybg.com, Phone: 519-385-5177

Oct 1 25

The Poverty Task Force Goals for 2024 were based on the collaborative work identified by our Action Groups.



Goal: build resiliency, hold space and promote collaboration with partners.

- Create safe spaces for meaningful exchange to build resiliency, hold space and build collaboration for solutions.
- Contribute to collective action for GB CVITP Network FILE Project, RentSafe Tenant-Landlord Survey engagement, Living Wage campaign, GB Good Food Box and Financial Inclusion Study.

Goal: increase the number of government partners leading on poverty reduction.

- Contribute to social plans that integrate poverty as a central theme such as the Community Safety and Well-Being Plan, Vital Signs Report 2024, etc.
- Ensure formal representation/annual funding from Bruce County and Grey County.
- Formal representation of lower-tier municipalities – assigned representatives and PTF minutes are submitted to Council packages.

Goal: develop a sustainable funding strategy for all elements of the Poverty Task Force

- Develop strategy for PTF collective work to be funded
- Develop new model and funding strategy for Community Voices.

Goal: increase public education and awareness on homelessness, harm reduction approaches, food security, hunger, etc. to reduce stigma

- Participate in public messaging, education, awareness and forums as content expert.
- Create “income solutions addressing food insecurity” awareness campaign around the release of the Nutritious Food Basket.

Goal: increase engagement of people with lived/living experience

- Ensuring diversity, equity and inclusion is a central strategy to the work
- Support the Giiwe Sharing Circle model and identify opportunities to improve Indigenous relationships
- Partner with programs such as “Making Your Way” to develop a new Community Voices group



Poverty is a systemic issue that impacts every aspect of society and cannot be solved without collective action.

Advocacy, Bridging and Collaboration are the basic ABCs that guide the work of the Bruce Grey Poverty Task Force. Bringing together 92+ non-profit, government, health and research organizations over the past 12 years has proven that **our voices do have power.**

In 2024, we released the **RentSafe Owen Sound Collaborative's *Landlord-Tenant Survey*** findings at the Healthy Communities Partnership table, the Poverty Task Force table, the Corporate Services Committee and to the Strategic Planning Committee of the City of Owen Sound.

We launched our “**Income Solutions to Food Insecurity**” awareness campaign with the release of the ***Monitoring Food Affordability in Grey Bruce*** by the Grey Bruce Public Health. This report formed the basis for a series of social media blog posts, media interviews and invitations to speak to community groups across Bruce and Grey Counties, as well as at various planning tables such as the GB Community Safety & Well-Being Plan.

In 2024, the Poverty Task Force and Bruce County Public Library hosted the Annual Gathering of the Grey Bruce Community Volunteer Income Tax Program (CVITP). There the report ***Reducing Poverty Through Volunteers: the impact of CVITP in Grey Bruce*** was released.

Looking ahead the Bruce Grey Poverty Task Force successfully obtained funding to fund a part-time peer support facilitator for the formation of a **new group of Community Voices** in 2025.





United Way
Bruce Grey

2024 Impact Report

All of these incredible achievements were made possible thanks to the generosity of our amazing supporters.



Utility Assistance 01



511 people in **268** homes received from the Utility Assistance Program

02 Backpack Program

2,686 students received a fully stocked backpack



04 Food Security

2,700 Good Food Boxes (produce) given through the Neighbour to Neighbour Program



Financial Literacy 03



300 people accessed the Financial Literacy Program

Grants 05



\$200,000 in grants to local agencies and organizations

06 Outreach

2,365 socks given out through Outreach Markets

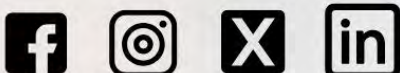


211 07

211

9,197 needs were identified through 211

UnitedWayofBruceGrey.com



United Way of Bruce Grey

380 9th Street E

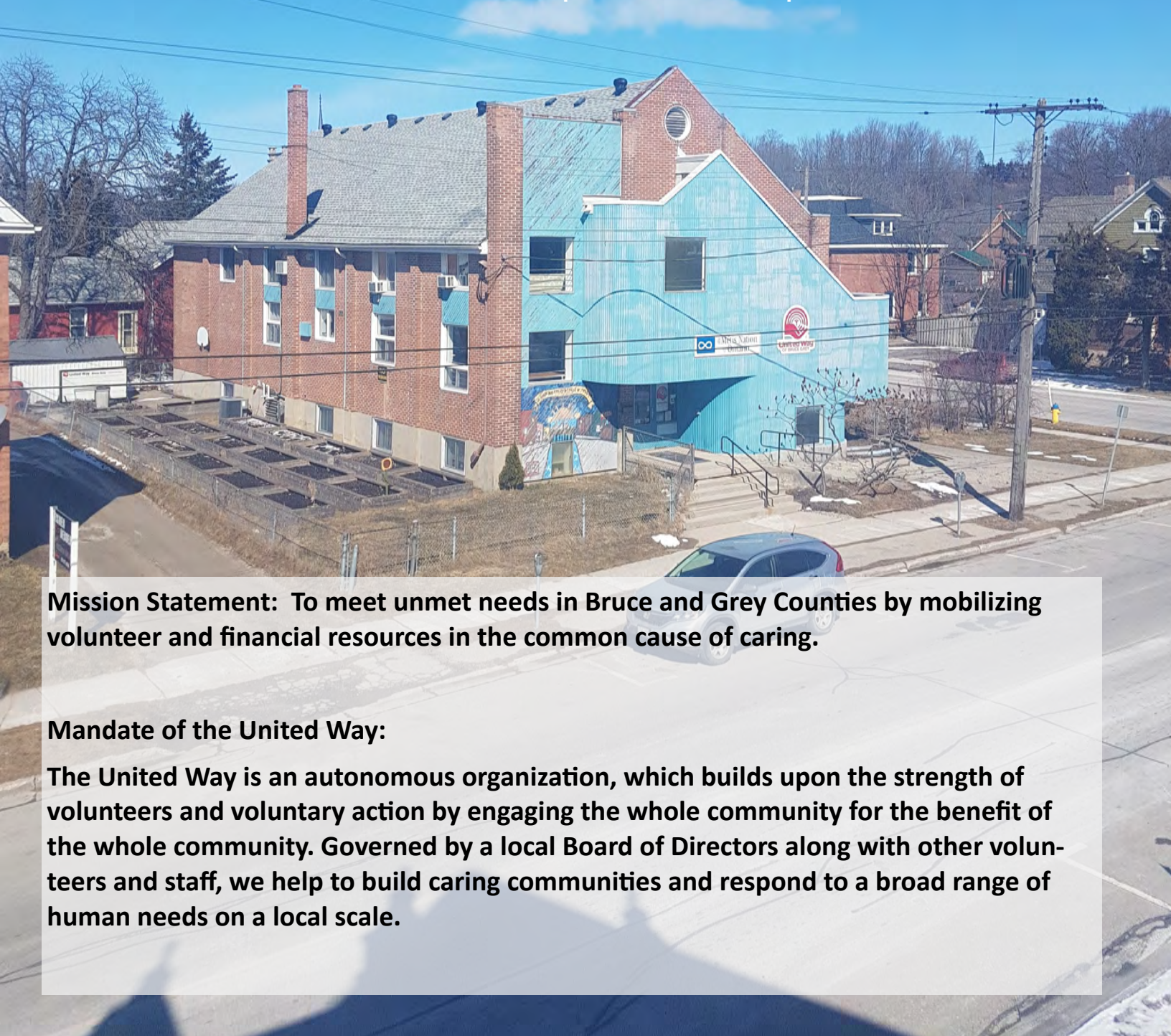
Owen Sound ON N4K 1P1

Phone: 519 376 1560 Fax: 519 376 5458

manager@unitedwaybg.com

Charitable #:89876 8627 RR00001

AI was used in production of this report



Mission Statement: To meet unmet needs in Bruce and Grey Counties by mobilizing volunteer and financial resources in the common cause of caring.

Mandate of the United Way:

The United Way is an autonomous organization, which builds upon the strength of volunteers and voluntary action by engaging the whole community for the benefit of the whole community. Governed by a local Board of Directors along with other volunteers and staff, we help to build caring communities and respond to a broad range of human needs on a local scale.

